VOLUME # 10 The Caller's Courier,
MAY 1987 With Over 170 Readers.....

FM 88 90 93 96 99 102 105 108 MHz
AM 560 600 700 800 950 1200 1400 1600 kHz

• writing about

Non Profit Organization

By June 9, the major decision will be finalized. **When Taffy returns from Tour De France, WINZ will be saying good bye Fluffy hello, "[redacted]."** I still can't believe [redacted] fired him. The Fluffy McCallum show will not be expanded as a matter of fact is will be cut back two hours! [redacted] will be talking for four hours, from 2-6 p.m. 6-7 p.m. will probably be news.

The following could apply to any business. This whole thing was supposed to be a big secret. Maybe WINZ should hire G. Gordon Liddy and Co. to help them keep their secrets, secret? But the bottom line is the big secret is out of the bag and most of the people in the business know it by now. Whether this story is spread by mouth or print, it doesn't really matter.

A nameless person told me I shouldn't write about this because if the WINZ staff and competition know, it would put WINZ in a bad situation. I don't mean to do this, but I am just reporting the facts. Now that Taffy knows she could say, "Take this job and shove it!," then WINZ would have to dig up **Don Stotter** and maybe even **Glen Hill** and put either one of them from 2-4 p.m. temporarily, until this new guy does his thing. This major powerhouse of a talk show host use to be in this market, and his name is **Bob Lassiter.** Don't get nervous it's not Lassiter, but there is a place for Lassiter in Miami and anyone who would says "NO" to Bob Lassiter has got be be very ..... Back to the topic, [redacted] is not a Joe Johnson or a Ron Sachs, but someone who is good, at least that's what I heard. Let's not forget about these news people, their job is on the line just as Taffy's is.

Taffy McCallum, **Mike Wolf**, Moshe Pupik, and all the other people who could stand to loose out on this change have the right to know what is going on. It might not be my place to tell them, but this news letter is here to stimulate and inform. When Bev Smith was going to loose her job, I spread the word, even when **Bill Calder** left WINZ, I was the one who got **Ernie Sochin** to read the memo about it on the air. When WIOD's idiot, **Mike Anthony** came along and changed everything I expressed my opinion. Did you know that **Lee Fowler**, originally, wanted to put **Mike Thompson** on from 9 to noon and **Debbie Ellis** from 7-9 pm? Mike Thompson told Lee to get serious and so did Debbie Ellis. I told you all of these things, and this WINZ change is just another radio event. It also brings up another point. Let's take for example, Bill Calder's situation. When **Jere Sullivan** hired Bill, Bill had no idea that a few months later a dummy would come along and cut his show in half and later move him to overnights. Something needs to be done to protect the talent in this market. I think that as soon as anyone is hired to do a full time show, they should be given notice if they are going to be fired unless the person has done something terribly wrong or has been warned at least two times that their performance is unsatisfactory. Obviously they can take off early if they know they are going to get fired. If managment takes the risk my hiring people just for the sake of experimenting then they should suffer the consequences for hiring such mediocrity. Management doesn't want an on the air personality to know about their approaching dismissal because the personality might go crazy on the air. I say to management, tuff tidly winks, it was management that couldn't **keep the change a secret. The moral of this story is,** <u>if you plan to make any major changes, try and keep them a secret</u>. If you can't keep a secret, suffer the consequences.

* Added Note: The trip to France Buffy is going on is probably the nicest going away present any talk host has ever received. Don't get me wrong, I am not a Fluffy McCallum fan and there **is** definetly no place for her on the air, especially with that **voice**. I think this change is for the better. I also wonder **what Steve Kane will say when he finds out about this? Although there are many mixed emotions about** [redacted].

The Assassin

The Assassin

I'm doing Something, whether it Succeeds or not, Bob Reich doesn't Care.

He fired 5 people in 3 months.

-Mike Anthony-

What am I going to do?

I'm boring, and probably will be Canned July. I plan to go into postcard Collecting in the latter part of my life.

Mike Miller

Before the ratings came out, **Mike Anthony** decided to get rid of **Larry King,** which was a good move on his part. Someone must of hit Mike on his head with one of Lee Fowler's stale doughnuts. Good job Mike, but I still say your an idiot who knows noting about this market. Remember when I told you that University of Miami **baseball and basketball have a very limited audience,** I guess I was right. When I told this to Mike he called me a crack pot. I want to know how low do the ratings have to go before Mike Anthony gets to drive the news cruiser? For my readers and Arbitron subscribers, WIOD's night time numbers were very small, as small as Anthony's, anyways 7-11 p.m. looked very grim for WIOD, morning drive didn't look strong nor did mid-day. As a matter of fact things are not very good at the Wanning Isle of Decay. They had a very low 3.1 CUME, WNWS had a 3.5 and WINZ had a 5.0.

TIME		WIOD		WNWS		WINZ	
5-6 AM		8.3	News/	11.1	News	9.9	News
6-7		5.8	Reineri	5.2		5.8	
7-8	5.85	4.6		4.7	6.325	4.7	5.8
8-9		4.7		4.3		4.4	
9-10		4.0	Payton	5.2	Rantel	4.2	
10-11	2.875	2.7		2.8		8.5	Rogers
11-12		2.5		2.9	3.275	8.1	
12-1 PM		2.3		2.2		7.1	7.675
1-2	2.3	2.3	Calder	2.2	Fowler	7.0	
2-3		2.3		1.9	2.05	4.0	McCallum
3-4		2.5	Miller	3.0	Kane	4.1	4.05
4-5	2.53	2.7		3.4		3.2	News
5-6		2.4		4.0	3.375	3.4	3.0
6-7	3.6	3.7	Sports	3.1		2.4	
7-8		3.5	Talk	2.0	Peters	3.4	Williams
8-9		2.4	Baseball	2.8	2.4	4.1	
9-10	2.23	1.8	Basketball	5.3	Wichner	3.9	3.8
10-11		2.5		6.6		5.2	Raphael
11-12	10.8	9.2	King	9.4	8.55	8.9	7.05
12-1		12.4		12.9		9.6	Re-run

It is now rumored that **Mike Miller** might be doing nights at WIOD when Calder's contract ends in October, but thank goodness, it's only a rumor. Given the time, Bill will take Jerry Wichner's audience away. It took Bill 3 years to build up an audience at WINZ, and the final result was an 11.1 for Bill and a 9.1 for Jerry Wichner in the last book they they were opposite each other during the midnight hour. (Source: Winter 1986 Arbitron)

If Mike Miller were on at night that would spell death, because Mike is so boring and bland. He really is a nothing. He couldn't hold anything to Bill. I don't like to fawn, but Bill is so damn funny. He is the best thing on at night, and to all you FM people who read this newsletter, listen to Bill on WIOD (610 AM) Monday-Friday from 10 pm until 3 am. You can steal some material from him. The only problem with Bill's leading is that hardly anyone listens to the baseball.

I promise, if Mike Anthony does something stupid, which wouldn't be a first, a second, a third, a fourth, as I was saying, Bill in the long run will do much better than Larry King, TRUST ME, and if Mike Anthony does something to Bill. I will:

(1) Paste the WIOD hotline and all other WIOD telephone lines on every computer bulletin board in the country and say that those numbers may be called collect plus I will indicate that they are S & M lines, like a 976 phone number but for free.

(2) I will go into that big computer in Maryland, and change all the numbers. WIOD will be tied with WQAM at a 0.6.

WNWS... It is true that **Al Rantel** said 'Fuck' in Spanish Friday at **4:30 on May 15, 1987,** trust me, the FCC will hear about that. **Jeff Charles** is flying into town for an audition on the failing news/talk station.. He will try out for either the nine to noon or noon to three hours. WNWS **will** go down the next book.

WIOD... WIOD is doing terrible. In the Winter 1987 book they took their bigest drop ever, falling from a 4.0 to a 3.1. Cox broadcasting paid Mike Anthony to do this. Their weekend numbers were the worst ever. Morning drive was down 0.5, midday went up 0.1, afternoon drive went up 0.4 and the night ratings fell 0.6. Jerry Sullivan, former program director at WIOD and current program director at WMXJ said, "The numbers will tell the story." He correctly pointed out that if you look at the Fall 1986 CUME for WIOD it was a 3.3 as compared to the 4.0 CUME for Fall of 1987, both were during football season. Comparatively, Sullivan did excellent during his short term at WIOD. During Jere's reign he rehired Hank Goldberg and hired Joe Rose to be part of the sports programming, when Mike came Joe was fired.. Ironic as it may seem, Jere was fired because of "budget problems," and now WIOD hires Steve Kane for a supposed $200,000 a year. Jere says Steve's salary is probably over a three year period. I asked him what Mike Anthony knew about this market, he said, "Mike knows two things about this market: Three months worth and how to get from his home to the station and back. He concluded by saying, "The changes made will not be supported by the market." I asked Bob Reich what he had to say about the number WIOD had, **"We had a 3.1 last Winter."** I couldn't believe he said that!

WIOD decided to give up "**The Voice of South Florida**" slogan and replaced it with "610 WIOD, giving you frequent, news, weather and traffic **updates**." Now WIOD (610 AM) gives the news every half an hour. WGBS use to do that, and we all know what happened to WGBS, also who wants to hear news every 30 minutes, especially at night? Those people are watching CNN. For the record:

WIOD	3.3	3.1	3.7	3.3	**4.0**	3.1
WINZ	???	**4.1**	3.6	**5.1**	3.6	**5.0**
WNWS	3.9	3.1	**4.0**	4.0	3.9	3.5
	Fall '85	Winter '86	Spring '86	Summer '86	Fall '86	Winter '87

WINZ... Don't forget if you want to participate in the SOFAR campaign it is not too late. For information call Glen Hill, producer and talk show host extrodinare, at WINZ. In Dade county call 624-6101 or write 4330 NW 207th Dr, Carol City, Fl. 33055. Attention: Glen Hill. You have approximately until July 4, 1987. *

For anyone who still doesn't know, **Glen Hill** killed **Kathy West** because she accused him of stealing from the WINZ vending machine. **Gary Lawrence** said, "Kathy came to me and told me that she saw Glen beating on the vending machine with Neil Roger's microphone. I called the two into my office and asked Neil to come in and bring in his microphone. When I asked Glen if he was guilty of this, almost all of his hair fell out. I quickly called **Lee Fowler**, our new janitor and he cleaned the hair up and left. Then I asked Neil to look at his microphone and look for any dents. Suddenly Glen jumped on Neil and tried to get the microphone away. Neil caught Glen in a sleeper hold, but it was too late.. Within seconds Glen had reached for the Winter 1987 rating book and threw it at Kathy. Kathy died and Lee Fowler cleaned up the mess. I didn't want to fire Glen because his laugh was so great, so I gave him Kathy's show and **Lorri Sheffield**'s job."

Glen is on Satuday's from 6-10 AM, and **Lorri** works at WNWS.

WHQT... "**Ferrari**" from HOT 105's (WHQT 105.1) morning show stopped by Rhythm 98 (WTHM 98.3) after a search in Goulds for a car displaying the HOT 105 bumper sticker, and asked for employment. **Bo "Party Animal" Griffin** also called Rhythm inquiring about a job.

WNWS & WIOD... **Mike Anthony and Lee Fowler** got together and formed the **SOFARST**.

Save Our Failing Radio Stations. Send programming ideas to WIOD, Attention; **Doug Young**, 1401 N. Bay Cswy. N. Bay Vlg., Fl. 33238

Congratulations goes to Marvin Rawman, the new chief technical producer at WIOD. With this promotion comes a raise of five cents an hour.

The results of the Winter 1987 Positive, Negative, Never Listen poll are in. The poll was taken May 16, 1987, by Mike Spindell. Numbers are percentages.

Neil says, "Polls are for my dog."

Talk Host	Positive +	Negative −	Never Listen NL	Neutral Neutral
Sandy Payton.	40	27	26	7
Al Rantel.	31	38	12	19
Neil Rogers.	71	29	0	0
Taffy McCallum.	47	20	13	20
Bill Calder.	**76**	12	0	12
Craig Worthing.	33	53	7	7
Lee Fowler	7	**73**	13	7
Mike Miller	13	27	**33**	27
Shirley Peters.	40	27	27	6
Jerry Wichner	13	40	13	**34**
Ernie Sochin.	73	13	7	7

Positive Ranking:

Bill Calder - 76%
Ernie Sochin - 73%
Neil Rogers - 71%
Taffy McCallum - 47%
Shirley Peters - 40%
Sandy Payton - 40%
Craig Worthing - 33%
Al Rantel — 31%
Jerry Wichner - 13%
Mike Miller - 13%
Lee Fowler — 7%

Oxymorons: The Lee Fowler Show
WIOD Radio

They Love me!

Brief Comments:

Next issue:
Psychics on the Air
Analysis of Psychic Shows.
Should it be allowed?
Bill McCraig.
Bill McCuggering on WIOD, he's boring.
Alice dating show.
Payton, how boring can one show get?
Sandy Payton's people.
Jerry Wichner's weekend is it true Doug Young?
And much more.

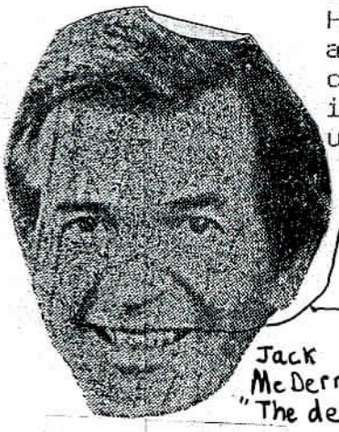
Why did **HOT 105** get rid of the **Quiet Storm**? In it's day part (7pm-12), HOT was always in the top three, usually right behind WEDR. Remember the old saying? Why fix something when it works?

I understand that all the local board operators from all the news talk stations are forming a union. **Kyle Isley**, receiver of The Board Operator of the Year award, is behind this underhanded scheme, says Neil Rogers. When I questioned Kyle he made a profound statement, "No Comment." He added by saying, "If we don't get a raise we have agreed to let all the crank callers on the air, trust me!"

Bill Calder 76% positi

Seriously, after listening to the people calling off the air during Ernie Sochin's show, I also would want more than $5 an hour.

Remember when I told you **Jack McDermott** was an idiot? Now there are two more reasons for calling him an idiot. First of all, Jack is in favor of the FCC ruling because he doesn't like when Neil ripps his favorite meal, used douce bags. Second, Jack is a liar. He still insists that no females have ever been attacked at the station by fellow employees. He also claims there is not drug usage at WKAT. Jack McDermott is real boring, so I won't write about him anymore unless he lies, again.



I lie to protect my employees, not for the station.

Jack McDermott "The definitive liar."

Why does Y100 give the time on the top of every hour? For example, "It's eight o'clock on the hottest..." Are they promoting prime time T.V.?

I wonder why Sonny Fox never showed up for his guest appearance on the Craig Worthing show? Did he get the message?

WHQT 105 FM

The Hot 105 "Eagle bank "Dash For Cash" is over. The winner gathered aprox. $5000 and was given another $5000.

WKAT (1360) a.m.

Bernie Ross was fired to make room for the Larry King Show. Jim Bohanen will not be aired on weekends because it would interfere with the Peppy Fields Fields show aired Saturday's from 12-3 am.

WNWS

Al Rantel will be doing a dating Show Friday's from 5-7 pm. Listeners participating get prizes.

* Marc Kuhn!

Why don't you move Marshall Moore? He's up against Jeff Cashower (790) and Steve Conway (610). 3 financial shows up against each other.

This newsletter will be going on vacation during most of the Summer. It's will be back. There's one more issue to come.